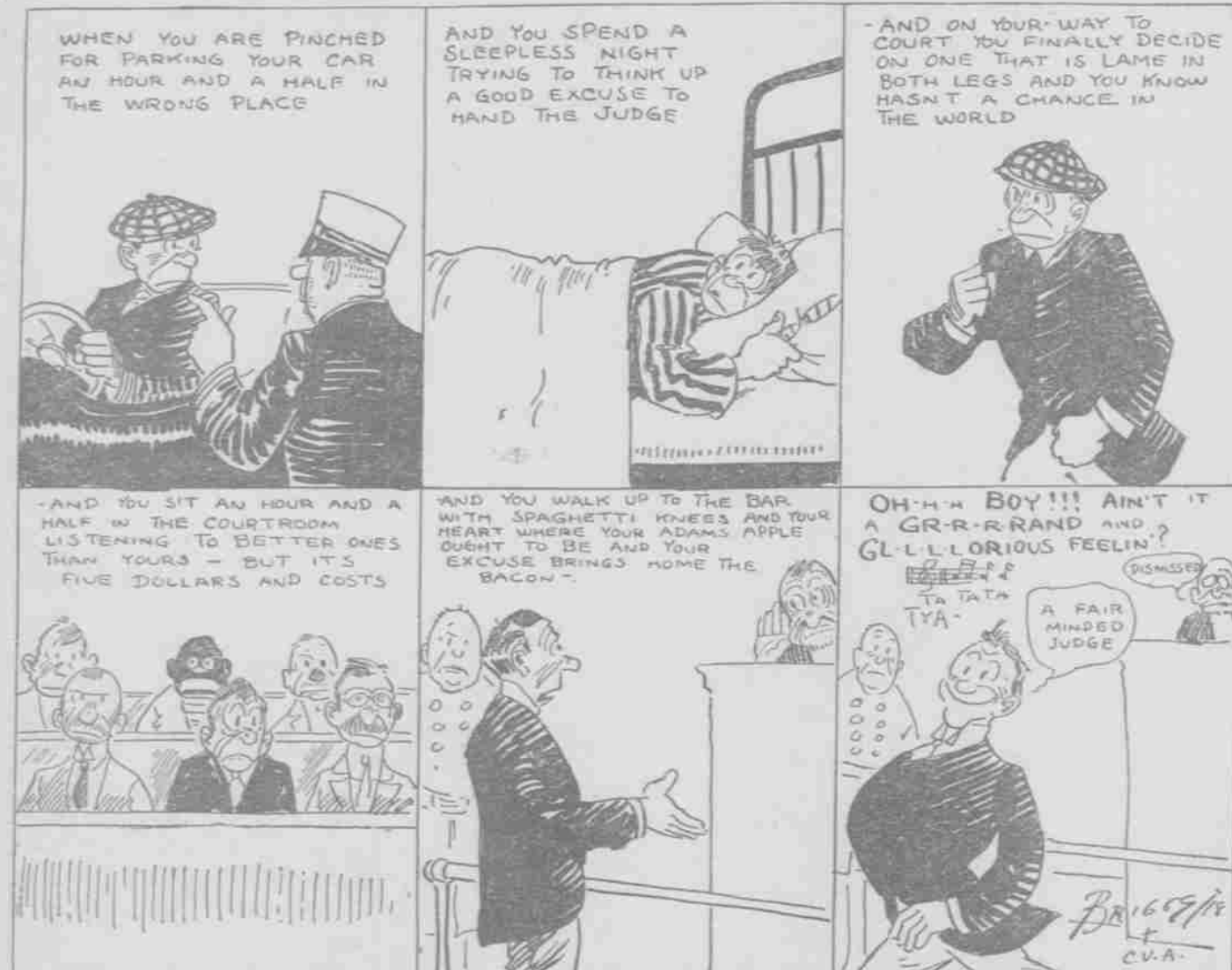


Ain't It a Grand and Glorious Feelin'? - - - By Briggs



SERVICE WORK ON CASH BASIS

Money Saved for Patrons by Cash Basis, Says Lone Star Motor Co.

The Lone Star Motor company has announced to its customers that hereafter the service department is to be operated on a strictly cash basis.

President E. G. Perry, in speaking of the departure from the usual plan of service stations, said: "The present system causes us to keep more bookkeepers and more collectors, and we naturally get a percent of bad accounts. Under the cash basis we will be able to save money for our customers and at the same time to economize in man power. That is the reason for the departure."

Explanatory of the change, the Lone Star has issued the following statement to customers:

The success of the department depends upon our ability to turn out the work quickly and efficiently at small cost. It is plain that a service station run under a large overhead expense cannot possibly do work at reasonable prices.

We cannot afford, therefore, to saddle onto our service department the heavy burden of maintaining costly bookkeeping and collection departments and the losses from bad debts.

We refuse to burden our customers by charging high rates to make up these big leakages. This will all be avoided by doing work for cash only. We want you and every other customer to accept this new ruling in the spirit in which it is intended. Everyone will hereafter be obliged to pay cash for service work before his car is released from the service station. We will, of course, accept checks from customers who are known to us.

We can best serve our customers by adopting this policy of selling our service and supplies only for cash, as by doing so we will eliminate a large overhead expense and losses from bad debts, which are inevitable under the credit system. It will, therefore, be our policy to sell only for cash, excepting the sale of automobiles.

Preparedness Is Also Having Supply of Good Tires Close At Hand

"The American people as a whole have been happy-go-lucky citizens in a lot of ways," says D. C. Booth of the Quick Tire company, Inc. "Nothing has brought this out so much as the war. Being a peace-loving people naturally our energies were not centered on preparations for war."

"Now that war is being vigorously prosecuted the matter of preparedness in all lines is securing more attention than heretofore. War has brought about a change in the general idea of preparedness. It means economy in all lines and preparedness. This tendency is shown by motorists. They are buying the best tires because it pays best and because it is economy. Everybody recognizes that all the energies of the nation are required to finish the task before us and one of the ways motorists are going about it is to be prepared in the matter of good tires. Loss of time now means more than ever. That's why there has been a preparedness education in tires."

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Mr. Ford and His Little Old Tractor; A Free Editorial

The Ford car has a son. It's been christened the Fordson. It's the little tractor that Ford and his engineers have been working on for years. It's now a commercial product. To mention it suggests to the glibest mind that we have opened up our editorial columns for a paid advertisement. Far from it. In the first place the name Ford is so widely known that it is like advertising daylight to mention the Ford. The Ford car is the most discussed, most frequently mentioned commercial product ever put out by any single manufacturing plant in this or any other country in the world. And when a plant that puts forth such a product brings out another product after years of engineering and experimentation it constitutes a heavy item quite worthy of comment. If the Fordson can be as useful an instrument as the Ford car has been, Hall, Hall, Fordson, here's your free ad. We're glad to hand it to you.

But our interest in the Fordson does not grow with the product itself. That is merely where it begins. The world is full of knockers, ready to knock anybody who has made a success of anything or who is attempting to do something constructive and worthy while making money is no crime. When you make money helping other people, wealth does not become a crime unless you abuse your accumulation by the use you make of it. Making money is a crime if it has been made by harming others. Ford made his money helping men. He's helped us to get over the ground, to deliver our crops and packages easily and swiftly and cheaply. He's rendered us service. Now he comes across with the Fordson, the farm engine that he tells us will economically and efficiently plow our fields, drag the harrow and the seeder and the planter, pull the harrow and haul the grain. Maybe it will do it better than other tractors, maybe it won't. We do not know, but we do know that Mr. Ford's plan of selling that tractor without profit, getting it to the farmer on the basis of cost of production and distribution that he may thus far contribute toward getting out the maximum harvest, is a patriotic and a noble contribution. Mr. Ford will be charged with trying to advertise himself. Well, let it go at that. But let the fellow who accuses Mr. Ford of advertising himself by selling a useful product without profit go and go equally well in like manner and the world will be mighty glad to advertise him.—Wisconsin State Journal.

Automobile Squads To Transport Troops Of Farm Hands To Farms

The latest activity in which the automobile has been called on to participate is that of forming "troop ships" to transport America's farm labor reserve during harvest time.

The greatest need of the farmers will be for help during the different periods of harvesting this summer, and the auto squads, which did fine work last year, will be greatly augmented this year by the cooperation of local automobile owners, dealer associations, automobile clubs, etc., donating their automobiles and time to take the men to and from the farms.

With practically 5,000,000 motor cars and commercial cars in operation in the United States today, but only one fifth of these vehicles, each carrying 5 people, were employed one day a week for this purpose, an army of 5,000,000 people could be transported to help harvest the crops. If it took five men to harvest an acre, this would mean that an additional million acres per day could be harvested by this reserve army.

Mostly Obsolete Cars Affected—Upkeep By Owners Is Very Marked

"There is not such a radical change in the matter of tires after all caused by the government restricting the 'tires' as the statement of Ben L. Clements of the Broadview Auto Supply company, this morning. 'The tires authorized to be made are the popular ones and the tire business was on the verge of standardization anyway. The old sizes were cut and the cars wearing those sized tires are obsolete.'"

Mr. Clements reports continued activity in repair work on autos. "I don't mean repairing, altogether in the sense of shon work, but such care as the owners themselves can make. Perhaps the word 'upkeep' would apply better than repairing. The idea of an 'upkeep' of a machine being worth a pound of care is quite prevalent among motorists and they are giving more attention to upkeep. What is actually being done by repair men is shown by the fact that we have placed about 100 cars in the repair shop during the last week. 'Upkeep' means fortification for repair work."

BUT ONE DRIVER FOR TWO TRUCKS

Shortage of Man Power Causes One Truck to Carry Second Machine.

When a fleet of motor trucks, eight driven and eight carried on the bodies of the others, left the busy plant of the Fulton Motor Truck company at Farmingdale, Long Island, recently, bound for C. W. Jennings, Greensboro, N. C., little excitement was caused, even in view of the length of the trip for driveways have come to be a necessity. But the feature of real interest about this driveway was the "carrying double," for as far as is known this company first inaugurated this method of time and expense saving by sending one driver away with two of its one and one-half ton trucks. The first journey without this character was a real novelty and drew considerable mention throughout the country.

There are advantages in this method of delivering one truck on the body of another truck, according to William Fulton Melhuish. "In the present time with shortages of man-power due to the war, with shortages of shipping facilities due to the inability of the railroads to care for the great volume of freight, sending out two trucks in the company of one value naturally," said Melhuish. "But another advantage comes in the fact that only one truck is driven over the road while the other rides without any damage or chance of damage. And the driver who has charge of the truck which is carrying another will quite naturally drive steadily and with more care."

"We found the plan very successful. At the outset deliveries were made over short routes within a radius of a comparatively short distance from our plant, but dealers in faraway districts looked into the matter and are now using their drivers for double duty as in the case with several dealers and distributors of cities in South Carolina, North Carolina, Georgia and other southern states. I have learned of just that other makers have adopted this plan and that fleets of trucks have been sent passing through large cities, each truck carrying another."

"As may be inferred, the cutting down of delivery expenses is very considerable, but the fact that dealers are able in this way and while short of men to secure just twice as many trucks as they would ordinarily be able to secure, is the largest item. The demand for trucks is so general that the doubling up in delivery with no increase of help is a very considerable item."

Truck Company Keeps Buyers Well Informed, Thus Preserving Trucks

The United States Truck Sales company, in Cincinnati, has adopted a practice of sending out a good reliable letter to all users of United States trucks in its territory once every month," says A. C. Timmer, local distributor for United States trucks. "The company has found that these letters have produced tangible results. United States truck owners in Cincinnati are securing the kind of service that they demand on many subjects through this series of letters. There has been much appreciation and commendation. Through this sort of educational literature, users of the trucks have been benefited greatly."

BUICKS GOING FAST. Manager G. L. Pickett of the Farmington Motor company, reports that the big supply of Buicks that was received some few days ago is almost exhausted, although he had figured on them to supply the demand for some time to come.

A Matter Of Business, A Matter Of Pleasure

Buying an automobile is an investment. You are doubling your capacity and ability, and your dividends start from the first revolution of the wheels. The automobile is an automatic means of injecting new life into faded bodies. It clears the mind, steadies the nerves and fills the lungs with fresh air. It puts you in the proper frame of mind to receive the most benefit from your spare hours.

SLOPING HOOD BIG ADVANTAGE

Better Road View Given; Life of Car Lengthened by Avoiding Bumps.

The designs of the hoods have always been a subject of interest to almost everyone who follows automobile style.

"Many explanations have no doubt been offered unauthoritatively for the sloping front," says Mr. Elmond, body designer for the Franklin Automobile company, "but few indeed, unless they are Franklin owners ever recognize the element of safety, that such a sloping hood embodies."

"The man who has been accustomed to driving a Franklin has only to take the wheel of almost any other car to appreciate the advantage the Franklin hood design gives when driving."

"The conventional type of hood with its large radiator area in front shuts off a large portion of the road directly before the car. This makes it necessary to use considerable judgment and attention in order to pick one's way around ruts or obstructions in the road, particularly when making speed."

"The slope of the hood permits the average man to see the road clearly within ten feet of the front wheels, and spots can be avoided with greater ease and surety."

"In addition to the feature of safety found in this shape of hood, it also plays an important part in lengthening the life of the car, through the fact that many bumps can be avoided that would otherwise be not only discomforting to the occupants of the car, but also hard on the mechanism and tires."

LOCKE BOOSTING TOURISTS FIND OUTLOOK GOOD

Begins Work on Mapping Out Best Southern Route for Motor Tourists.

Greater motor travel is developing between El Paso and San Antonio, due to military operations between the two cities, and the increased travel of tourists who skirt the Gulf of Mexico on their way from Florida and continue westward through San Antonio and El Paso to California.

So great has been the travel of tourists from the Atlantic coast to the Pacific by the southern route that there has lately been a great demand by eastern tourists for a guide book showing the best route. In answer to this demand Harry Locke left El Paso Thursday for San Antonio beginning work on his new edition of the southern transcontinental route to the Pacific. He will seek out the best roads between El Paso, San Antonio, Houston, New Orleans and Florida. In another year tourists will be traveling one highway largely and there will be additional reason for improvement along the route chosen, thus securing a stable highway from Texas to Texas.

Mr. Locke reports that everything points to heavy travel this summer. There is greater inquiry than usual at touring headquarters for maps and information. Road conditions are improving, travel is increasing and rates are again expected. It is, therefore, the time for good roads boosters in the Southwest to make headway. Good roads secure tourists. The vicinity of El Paso has everything that tourists want except a

TOURISTS FIND OUTLOOK GOOD

Rains in Western Texas Encourage Ranchmen; Roads Fair for Autos.

G. W. Curtis, manager of El Paso branch of Firestone Tire company; R. A. Whaley and their families, have just returned to El Paso after a ten days' trip through west Texas, stopping at Marfa, Alpine, Fort Stockton, Pecos and other points.

Mr. Curtis reports conditions in fine shape around Alpine and Marfa, where they have had many good rains. In the hills the grass is green and cattle are numerous. Many ranchmen are shipping in this section now. The people are in fine spirits and business good.

On the return trip Mr. Curtis ran into a very dry country at Pecos, Van Horn and Fort Stockton. The ranchmen in this section are very much discouraged. Roads all along the route are in fair shape except for deep ruts at many places.

Completed road to reach it and there is every reason to believe that the road will be forthcoming within a comparatively short time.

STEPHENS OPTIMISTIC. A. H. Stephens, manager of the Border Motor company, was busy today placing a load of Paige cars unloaded Friday. Mr. Stephens reports buyers plentiful. "From the number of prospects," he said, "I believe I could place three times the number." In the shipment were Lynwood and five standard cars and a Larchmont sport roadster.

CONVICTS BUILD MILITARY ROADS

State Prisoners Placed in Emergency Squads to Work on Highways.

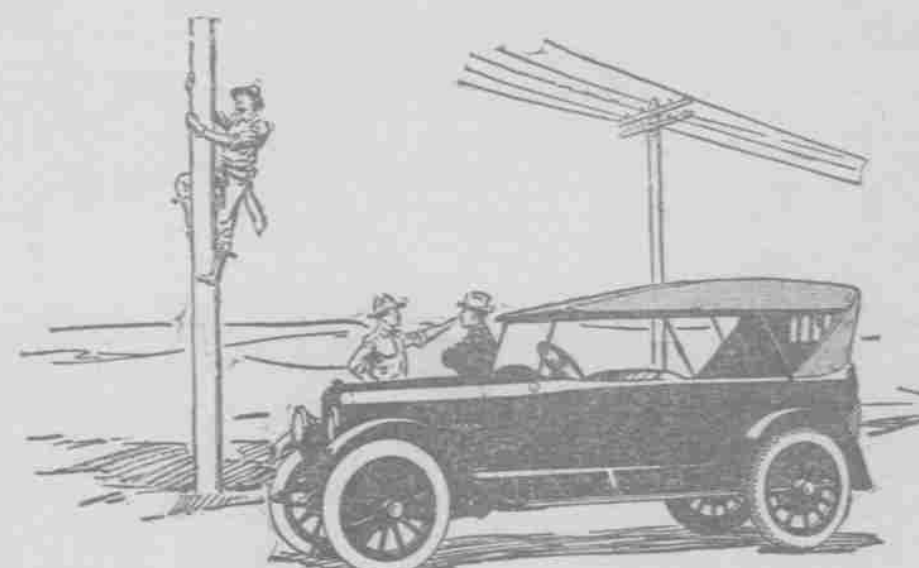
Military roads are being built in Ohio by the aid of convict labor. Fifty prisoners from each of the state emergency squads to rush to completion the National Highway in Muskingum county, so that road may be used extensively for the transportation of army motor trucks and other military supplies. The number of prisoners will be doubled as the work proceeds.

Gov. Cox expects the use of convict labor to lead to a boom for good roads in Ohio. In a letter to the National committee on prisons and penitentiaries the statement is made that the road contractors gave up their contracts in compliance with a war emergency request that the state could rush work with convict labor. Private contract convict labor is prohibited, but the state may employ prisoners in road building. The men regard detail to this work as an honor.

The National committee on prisons and penitentiaries, which is working for the most efficient utilization of the labor from its various sources in Washington, is anxious to prevent exploitation of these men even though the state may employ them in the war emergency. In this connection, it has gone on record in favor of paying a wage to its prisoners, a procedure which also protects the status of free labor and private industry.

PAIGE

The Most Beautiful Car in America



Your Car and Your Cause

Every business man in this broad land is today working for Uncle Sam. There are no longer any personal enterprises. No matter what your line of work may be, you are devoting your time, your energies, and a large share of your profits to the winning of a great war.

In dedicating ourselves to so huge a task, we must call upon every resource that is available. At home—as on the firing line—our vital problem of transportation can be very largely solved by the motor car and motor truck. With vast supplies moving to the seaboard, it becomes a patriotic duty to travel by the road and thus release railway equipment for the government.

The hustling executive must have the right of way—he must swing down the line on high gear—he must realize that the time saving automobile is essential to his success and the cause which he champions.

And now just a word about our product.

The Paige is merely one of America's high grade motor cars, but we are proud of the part that it is playing in this national crisis.

In the field of mechanical products, the Paige nameplate stands as an unquestioned guarantee of honest manufacturing and fair dealing.

We ask you to buy that nameplate—rather than four wheels and a painted body. We ask you to buy a reputation that has endured through many fitful periods in the motor car industry—a reputation that will endure so long as Paige cars are made for and sold to the American people.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

BORDER MOTOR CO., Inc.

SOUTHWESTERN DISTRIBUTORS

503 Montana.

A. H. Stephens, Mgr.

Phone 1750.

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DO YOU SWEAR and make the change yourself or do you avail yourself of our

Free Road Service?

Kelly Springfield Tires

Eliminate most of the blow outs and deliver mileage far beyond the average expectation.

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